MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

BMK 3154 – SEMINAR IN WEB MARKETING

(All sections / Groups)

31 MAY 2017
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** printed pages (*including* the cover page).
2. Answer **ALL** questions.
3. All the questions carry equal marks (total 100 marks).
4. Please write all your answers in the Answer Booklet provided.

Answer ALL questions.

Each question carries equal marks. (Total 100 marks)

Question 1

The internet has grown more quickly than any other medium in history. What are the main social/cultural trends that have impacted online exchange via internet?

(20 marks)

Question 2

What are the ways to target online communities? If you were making a recommendation to the e-marketing officer of Amazon.com which one or ones would you recommend the firm to use?

(20 marks)

Question 3

The internet is always considered a low cost option for selling products and services. From a firm's perspective what are the **FIVE (5)** factors that add to the expense of doing business on the internet and why?

(20 marks)

Question 4

Search engines are a key means of attracting traffic to a Web site. Describe **TWO (2)** tactics used in search engine marketing (SEM).

(20 marks)

Question 5

Explain how psychographics can be used to segment markets. What useful information is gathered by focusing on this kind of information?

(20 marks)

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